



Trust Formed to Address Housing Dilemma

In an effort to address Santa Clara County's emerging housing dilemma, major community, business and government leaders have joined together to focus on the gap between rapid job creation and available, affordable housing within Silicon Valley.

The result is The Housing Trust of Santa Clara County (HTSCC), a unique mesh of corporate and community investors working toward a solution to the current housing crisis.

With indications that housing is the number one issue on the minds of many Silicon Valley residents and businesses, the HTSCC has successfully developed a program that will alleviate some of these broader concerns. By pooling the resources of the County, cities, companies and private citizens, the HTSCC has managed to create a program with an unmatched level of public/private partnership that features three main goals:

- Low-interest down payment/closing cost loans for first-time homebuyers
- Gap financing for affordable rental housing projects
- Funds to assist the homeless in attaining stable housing

This revolving loan fund and grant making program also seeks to become an economic generator, providing \$10 million worth of housing for every \$1 million raised. With goals to raise an initial \$20 million, the Housing Trust intends to achieve the following:

- Provide 800 families with first-time homebuyers assistance;

- Create affordable rental housing for 3,000 families;
- Provide incentive loans to build transitional and permanent housing for the homeless; and
- Replenish itself as an ongoing funding source

At the forefront of this endeavor are many of the Valley's key industry leaders, including some Sunnyvale-based companies. AMD recently committed \$1 million in its effort to assist in community development. Hewlett-Packard Company and Applied Materials, both of which have Sunnyvale offices, have also contributed \$1 million apiece to the HTSCC. In addition the City of Sunnyvale has contributed \$500,000.

The success of HTSCC's objective is dependent on the generosity and support of corporate, government, foundation and individual donors. In recognizing how critical the housing issue is, a significant difference in the quality of life throughout Silicon Valley can be made. If you would like to assist the HTSCC in reaching its first \$20 million goal or to obtain additional information, you may contact:

HTSCC

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Web site: www.housingtrustfund.org

Robert Paternoster Appointed Community Development Director

City Manager Robert LaSala recently announced the appointment of Robert Paternoster as director of Community Development for the City of Sunnyvale. Paternoster replaces David Boesch, who left last July to become the city manager of Menlo Park.

Paternoster has more than 35 years of public sector experience related to urban planning, development and redevelopment. He was formerly the director of the Queensway Bay project for the city of Long Beach, where he managed all aspects of a 300-acre, \$350 million shoreline development aimed at renewing and revitalizing downtown Long Beach.

Before assuming the position of Queensway Bay project director in 1994, Paternoster served as the director of Planning and Building for the city of Long Beach for 17 years. In that position, he oversaw a staff of over 100 and a budget of approximately \$7 million. Prior to working in Long Beach, he served the cities of Pittsburgh and Philadelphia, Pennsylvania, and the city and county of San Francisco.

"Bob has a track record of successfully managing large and complex projects, as well as engaging diverse community interests in all aspects of planning, redevelopment, economic development, neighborhood revitalization, code enforcement, and strategic planning," said LaSala. "I am pleased to welcome someone with such broad-based experience to Sunnyvale."

"Sunnyvale is a dynamic, diverse and well-managed city with a strong commitment to maintain and improve its quality of life," said Paternoster. "I look forward with enthusiasm to becoming a part of the community and the management team."

Paternoster started his new position on March 5. He has a bachelor of science degree in civil engineering and a masters degree in city planning.

The Community Development Department is responsible for Planning, Building, Neighborhood Preservation and Code Enforcement, Housing, and Economic Development. It has a staff of 43 and a

total budget of approximately \$5 million. Acting director Marvin Rose resumed his duties as Public Works director when Paternoster took over.

Bike to Work Day, Week Set

This year's Bike to Work Day—which has the theme "healthy commute"—takes place on Thursday, May 17. Commuters who agree to bicycle to work at least one day during Bike to Work Week (May 14-18) are eligible to win some great prizes, including a backroads bicycle trip for two to Tuscany. Registration forms will be available at www.rides.org. RIDES' web site will also include information on energizer station locations and a "bike buddy" section that will allow novice cyclists to e-mail an experienced bicycle commuter near them for advice on route selection, commuting gear and other information.

There will be three energizer stations in Sunnyvale, at which people can stop and get fruit, coffeecake, refreshments, and a variety of other promotional materials. The energizer stations will be located at the Sunnyvale Caltrain station, the corner of El Camino Real and Wolfe Road, and the corner of Mary and Maude Avenues.

The City of Sunnyvale encourages you and your employees to participate in Bike to Work Week events. For further information, contact Dieckmann Wolfe at 408-730.2713 or check out the RIDES web site at www.rides.org.

State of the City Annual Event Barbecue & Family Fun Festival

Mark your calendars for Saturday, May 12. Bring the family and enjoy a barbecue, ride a hay wagon, and take a walking tour of the heritage apricot orchard. Help us celebrate this year's State of the City theme: "Building Community: Past, Present and Future." Travel to the past—check out antique cars and take your photo with historical figures. Want a glimpse of the future? Hear the mayor present his vision for the future and join us as we honor outstanding members of our community. Ride in an electric vehicle and take a look at a solar

panel display. The kids will enjoy face painting, crafts and music.

The barbecue and family fun festival will be held at the Orchard Heritage Park Interpretive Exhibit (OHPIE) site at the Sunnyvale Community Center from 11:30 a.m. to 3 p.m. The entire community is encouraged to attend this free event (barbecue items will be sold at cost), which is being coordinated with the dedication of the new OPHIE site, an open-barn exhibit of Sunnyvale's orchard heritage.

See you on May 12 at the OHPIE site at the Sunnyvale Community Center, 550 E. Remington Drive, near the intersection of Fair Oaks and El Camino Real.

Get involved with the City of Sunnyvale's Leisure Services

The City of Sunnyvale's Leisure Services Department would love to have your business at one of our special events:

Saturday, May 19; 11 a.m.-4 p.m.
Hands on the Arts at the Sunnyvale
Community Center

A multi-cultural, hands-on arts festival for children

Wednesday, July 4; TBA
Fourth of July at Baylands Park
Old-fashioned family fun in a beautiful park setting

Saturday, September 22; 11 a.m.-4 p.m.
International Street Faire at the
Sunnyvale Civic Center
*Celebrate Sunnyvale's diversity through
entertainment, displays, food and crafts*

These communitywide events are designed for the whole family. As a participant, volunteer, or sponsor, your business will receive great exposure and have lots of fun.

For more information on becoming involved in these special events, please call Jennifer Vivo at 408-730-7674. For general information, please call 408-730-7350 or visit www.ci.sunnyvale.ca.us/leisure-services

Art & Wine Festival 2001

Come and join the Sunnyvale Chamber of Commerce June 2nd and 3rd from 10 a.m. to 6 p.m. as it presents its annual Art & Wine Festival! Surround yourself with live music as you choose from over twenty different food and beverage booths or browse and select from over five hundred different art booths. Additionally, fifteen beer and wine stations will provide a wonderful palate for you to sample. Don't miss the excitement! It takes place on Sunnyvale Avenue running from McKinley to Evelyn Avenues and on outlying streets. Take this opportunity to take in all that Sunnyvale has to offer; come celebrate with us!





Sunnyvale BUSINESS PAGE

The Economic Development Newsletter for Sunnyvale Businesses
City of Sunnyvale
P.O. Box 3707
Sunnyvale, CA 94088-3707

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Let Us Introduce Ourselves...

Mark Gregersen, Human Resources Dir.	408-730-7477
Robert Paternoster, Community Development Dir.	408-730-7450
Karen Davis, Economic Development Mgr.	408-730-7628
Brice McQueen, Redevelopment Mgr.	408-730-7284

City of Sunnyvale Main Phone Numbers

City Manager's Office	408-730-7480
Community Development	408-730-7444
Employment Development	408-730-7232
Finance Department	408-730-7380
Human Resources	408-730-7490
Information Technology	408-730-7540
Library	408-730-7300
Parks and Recreation	408-730-7517
Public Safety	408-730-7100
Public Works	408-730-7415
Utilities	408-730-7681

City of Sunnyvale website: www.ci.sunnyvale.ca.us

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To contact the Economic Development Division, call 408-730-7607 or e-mail us at econdev@ci.sunnyvale.ca.us